



KSHB-TV

# ORDER

Flight Dates **08/15/12-08/21/12**

Contract / Revision **307158 /**

Original Date / Revision  
08/06/12 08/06/12

Advertiser **Crossroads GPS**

Agency **Crossroads Media**

Buying Contact

**66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576**

Product

**Crossroads GPS**

Agency Com 15%

Billing Contact

**66 Canal Center Plaza - Suite 555  
Alexandria, VA 22314-1576**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **888**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive  
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	84	\$28,347.50	\$33,350.00	0.00	07/30/12	08/21/12	84	\$28,347.50	\$33,350.00
Totals	84	\$28,347.50	\$33,350.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	08/15/12	08/21/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	11111--	:30	5	\$150.00	P-2	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--		5			\$150.00		0.00			
N 2	KSHB	08/16/12	08/21/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	-1-11--	:30	3	\$375.00	P-2	0.00 NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	-1-11--		3			\$375.00		0.00			
N 3	KSHB	08/16/12	08/21/12	Today Show Today Show	CM	7-9a	-1-11--	:30	3	\$450.00	P-2	0.00 NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	-1-11--		3			\$450.00		0.00			



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Print Date: 08/06/12

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Contract / Revision **307158** Flight Dates **08/15/12-08/21/12**

Hiatus Dates

Original Date / Revision 08/06/12/ 08/06/12

Order Sep 00:20:00

Advertiser **Crossroads GPS**

Product **Crossroads GPS**

Estimate # **888**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	KSHB	08/15/12	08/21/12	Today Show II Today Show II	CM	9-10a	11111--	:30	5	\$300.00	P-1	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$300.00		0.00			
N 5	KSHB	08/15/12	08/21/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	11111--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$125.00		0.00			
N 6	KSHB	08/15/12	08/21/12	M-F 1-2p M-F 1-2p	CM	1-2p	11111--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$125.00		0.00			
N 7	KSHB	08/15/12	08/21/12	M-F 2-3p M-F 2-3p	CM	2-3p	11111--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$125.00		0.00			
N 8	KSHB	08/15/12	08/21/12	M-F 3-330p Jeopardy	CM	3-330pm	11111--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$175.00		0.00			
N 9	KSHB	08/15/12	08/21/12	M-F 330-4p Millionaire	CM	330-4pm	11111--	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$175.00		0.00			
N 10	KSHB	08/15/12	08/21/12	M-F 4-430p Jeopardy	CM	4-430p	11111--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$300.00		0.00			
N 11	KSHB	08/15/12	08/21/12	M-F 430-5p Action News @ 430PM	CM	430-5p	11111--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$300.00		0.00			
N 12	KSHB	08/15/12	08/21/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	11111--	:30	5	\$500.00	P-2	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$500.00		0.00			
N 13	KSHB	08/15/12	08/20/12	M-F 530-6p M-F 530-6p	CM	530-6p	1-1-1--	:30	3	\$1,100.00	P-1	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	1-1-1--					3	\$1,100.00		0.00			
N 14	KSHB	08/15/12	08/21/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	11111--	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$800.00		0.00			
N 15	KSHB	08/15/12	08/21/12	M-F 630-7p M-F 630-7p	CM	630-7p	11111--	:30	5	\$950.00	P-2	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/15/12	08/21/12	11111--					5	\$950.00		0.00			
N 16	KSHB	08/16/12	08/21/12	M-F Late News M-F Late News	CM	10-1035p	11-1---	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Product **Crossroads GPS**

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 16	KSHB	08/16/12	08/21/12	M-F Late News M-F Late News	CM	10-1035p	11-1---	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/15/12	08/21/12	11-1---		3				\$900.00		0.00			
N 17	KSHB	08/15/12	08/21/12	M-F 430a-5a M-F 430a-5a	CM	430a-5a	11111--	:30	5	\$25.00	P-3	0.00	NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/15/12	08/21/12	11111--		5				\$25.00		0.00			
N 18	KSHB	08/15/12	08/15/12	Wednesday Prime C Wednesday Prime C	CM	9-10p	--W----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/15/12	08/21/12	--W----		1				\$1,500.00		0.00			
N 19	KSHB	08/17/12	08/17/12	Friday Prime C Friday Prime C	CM	9-10p	----F--	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/15/12	08/21/12	----F--		1				\$900.00		0.00			
N 20	KSHB	08/18/12	08/18/12	NBC Action News at 5p <del>3p</del> NBC Action News at 5p Sa	CM	5-530p	-----S-	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/15/12	08/21/12	-----S-		1				\$300.00		0.00			
N 21	KSHB	08/18/12	08/18/12	NBC Action News at 6p <del>3p</del> Sa 6-630p	CM	6-630p	-----S-	:30	1	\$375.00	P-2	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/15/12	08/21/12	-----S-		1				\$375.00		0.00			
N 22	KSHB	08/18/12	08/18/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/15/12	08/21/12	-----S-		1				\$700.00		0.00			
N 23	KSHB	08/19/12	08/19/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/15/12	08/21/12	-----S		1				\$250.00		0.00			
N 24	KSHB	08/19/12	08/19/12	Su Late News Late News Su	CM	Late News Su	-----S	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	08/15/12	08/21/12	-----S		1				\$600.00		0.00			
Totals														84	\$33,350.00